West London Wide Food Waste Recycling Campaign

West London Waste

Treating waste as a valuable resource

Campaign Activities Om 27th January to 30th April

- A dedicated campaign webpage
- An animated video on why one should recycle food waste
- An action video on the journey of food waste across West London
- Digital images, banners and write-ups to increase food waste recycling visibility across council websites, billboards, newsletters and Agripas
- Sponsored articles featuring the support from Members
- Series of roadshows
- Physical displays and a digital kiosk for residents to request for food waste receptacles
- Leaflet dropping across low food waste performing areas
- Guidance on customer service training
- Household Reuse Recycling Centres promotional materials



1/2020

Timeline

ltem	Start date	End date
Campaign + social media promo + request for caddies	27 Jan	30 Apr
Animated videos	27 Jan	30 Apr
Order kiosk	03 Feb	30 Apr
Roadshows	17 Feb	30 Apr
Comms pack	13 Jan	31 Jan
Digital billboards	03 Feb	30 Apr
HRRCs promo	03 Feb	30 Apr
Leaflet drop to low performing areas	24 Feb	30 Apr
Customer service training-FAQ	13 Jan	24 Jan
Press releases	03 Feb	21 Feb
Council magazines	02 Mar	27 Mar
Caddy delivery	03 Feb	08 Mar



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Press Releases



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Special Features

Driving Change: How West London Food Scraps are Helping Curb Emissions and Support a **Circular Economy**





WLWA and Biocollectors are set to deliver the first initiative of its kind in London

UPDATED 15.34 26APE 2019

By Joseph Dexter

West London Waste Authority have teamed up with Biocollectors to offer a new food waste recycling service for residents - powered by food waste itself. It's part of a six-borough wide campaign to reduce food waste, tackle climate change and save taxpayer's money - and it's the first of its kind in London.

In an article posted in December, 4 out of 6 of West London Waste's boroughs were listed as London's greenest. Along with increasing their recycling rates, the food waste recycling contract played a large part in why these boroughs made it onto the list.

What happens to my food waste?

Biocollectors rep explains "Food waste is collected and taken to one of our transfer stations in Brentford or Ruislin. Our Biocollector trucks then take it to the anaerobic digestion plant in Mitcham where it's composted in large, sealed containers. The end products are biogas, used to fuel the lorries and generate electricity for west London homes, and digestate, used as a fertilizer in local farms and parks."



RECOMMENDED

ADVERTORIAL

Suspect chased and



on How Can She Travel Worldwide



Homeowner Over 60? Don't Fall For The Equity Release Myths





police officers and a helicopter swarm

in urgent search is aking place for a missing 12 year old ast London gir



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he 28-Year-Old Girl Reveals Her Secret

on How Can She Travel Worldwide

Homeowner Over 60? Don't Fal

People In Camden Can't Believe The

Equity Release Myth

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The brand new trucks are supporting a circular economy by running on biogas, created when food waste gets recycled



People Born Before 1959 Can Dodge Funeral Costs (Do You Qualify?)

Spor sored Links by Tabool



Dedicated website

figma.com/proto//UDXQXXxCeImLKHg/1ZqqI/WLWA-Food-Waste-Campaign?node-id=1%3A3748viewport=2494%2C718%2C0.58/scaling=min-zoom

WHY SHOULD YOU CARE Order Your Caddy Now ABOUT FOOD WASTE?





REDUCE YOUR IMPACT

Did you know that food waste is a major contributor to your carbon footprint?

DO THE RIGHT THING

Did you know that your food waste can be turned into useful products?

SAVE MONEY



Did you ever wonder how much all that wasted food was adding to your household bills?









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REDUCE YOUR IMPACT

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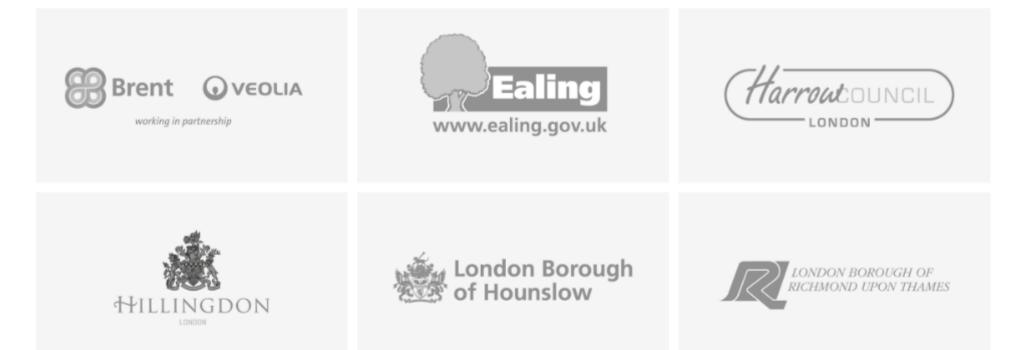


THE CARBON FOOTPRINT OF FOOD WASTE IS EQUAL TO 1/4 OF ALL CARS ON THE ROAD

TOGETHER WE CAN SAVE 22 MILLION TONNES OF CARBON DIOXIDE PER YEAR, THIS IS THE SAME AS PLANTING 300 MILLION TREES

ORDER YOUR CADDY

You can start making a difference today by requesting your indoor and outdoor caddy set from your local council. Click your council's logo, and then 'Claim Now' button.



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Order Your

Caddy Now

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USING A FOOD CADDY COULD P SAVE OVER 22 MILLION TONNES OF CO, PER Y

HELPING ACHIEVE OUR AIM OF RECYCLING 65 OF WEST LONDON'S WASTE BY 2035





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Leaflets

WHY SHOULD I RECYCLE MY FOOD WASTE?

vaste in landfill is very harmful for the environment; it creates methane, ch is a greenhouse gas that is 25 times stronger than carbon dioxide.

ı know if west London residents recycled just 2kg of food waste a week, Id save over 600,000 tonnes of co2, that's the equivalent of 127,389 cars being driven for a year!

IAT HAPPENS TO MY FOOD WASTE?

e collected from your home is taken to one of our transfer stations in Ruislip rd. The food waste is collected and taken to a special anaerobic digestion itcham where it's turned into soil fertilizer and energy for the national grid.

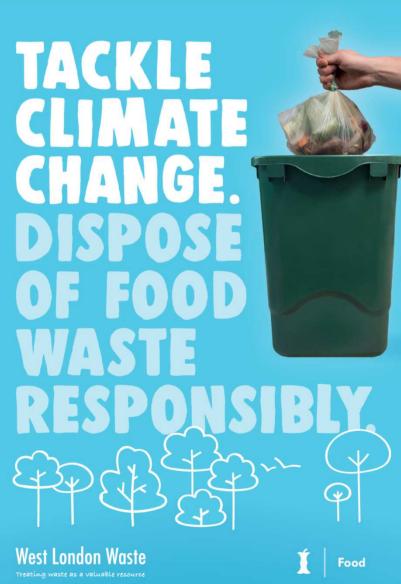
d waste is used to power homes and businesses, as well as powering the ollecting your food waste. We are one of the first boroughs to use trucks d by food waste in the whole country and this is unique to our contract.



LIMITED TIME ONLY

From February to 30th April you can order your FREE food waste caddies and liners to help you tackle food waste and to help us recycle! **Recycle your food waste and you could help tackle climate change!**

DRE INFO VISIT WESTLONDONFOODWASTE.COM



HOW TO USE YOUR CAD

You have received a 5 litre food waste caddy and starter supply of liners with this leaflet. Using it simple, just follow these steps:



2/14/2020

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